

Maida Vale Ward Profile

2018



For further information about the Ward Profiles please contact the Evaluation and Performance Team within Westminster's Policy, Performance and Communications directorate: wardprofiles@westminster.gov.uk

About Westminster's Ward Profiles

The Ward Profiles seek to situate the unique local characteristics, as well as opportunities and challenges facing, each ward in the borough of Westminster. By harnessing the latest data available detailing a wide variety of urban issues, local pictures of each ward are drawn. To offer further context, local area (LSOA), borough and in some instances city comparisons are offered.

Given the breadth of data sets included in this document, the dates of the information used vary significantly, ranging from 2010 to November 2017.



Ward Features

Maida Vale ward, in the north-west of Westminster borough, is a mostly residential and affluent area made up of many large late Victorian and Edwardian blocks of mansion flats and wide streets.

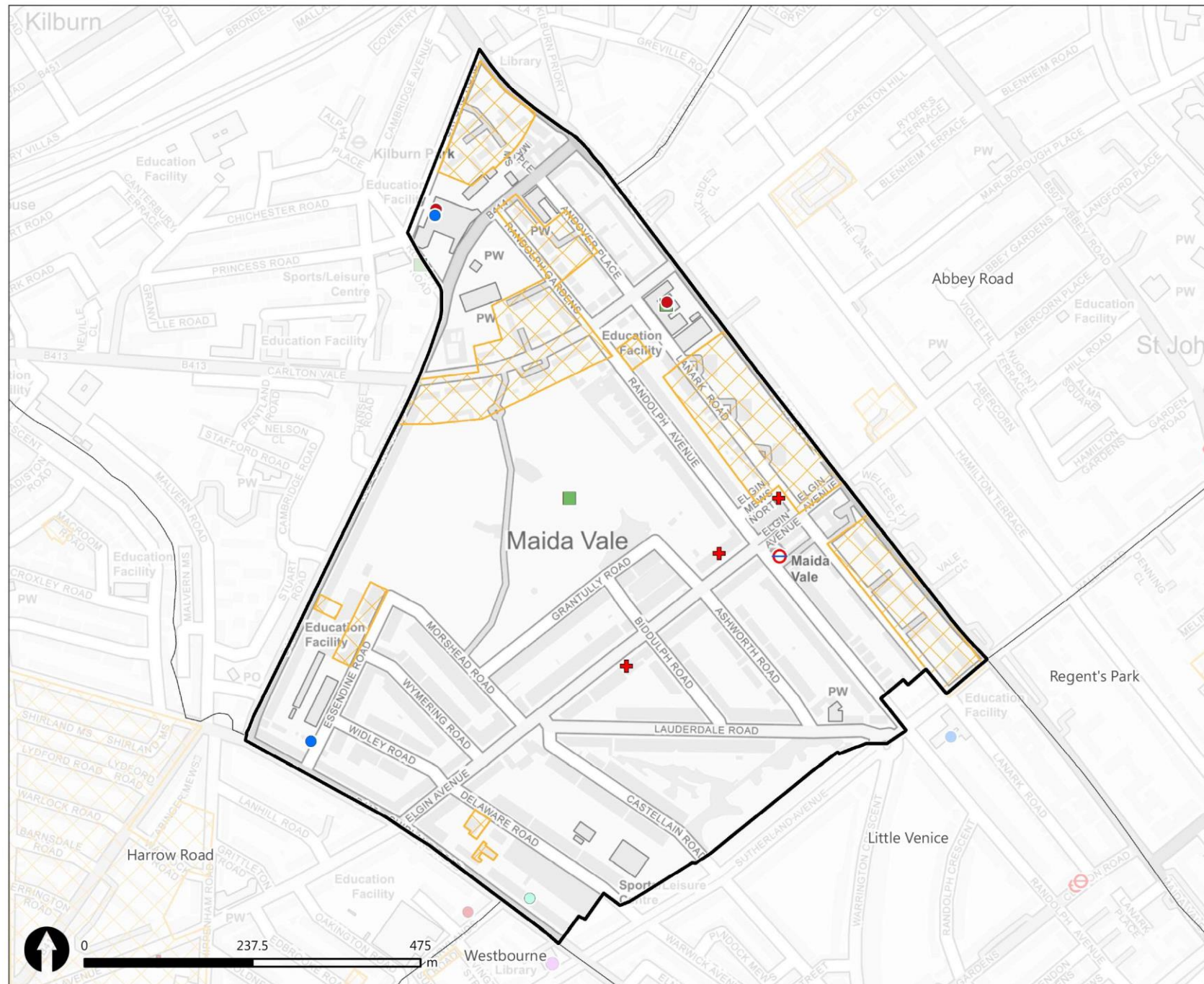
The Paddington Recreation Ground is at the ward, providing sporting facilities and open space for all. The BBC Maida Vale Studios are also located within it.

Councillors

Rita Begum, Labour
Geoff Barraclough, Labour
Nafsika Butler-Thalassis, Labour

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18. Crime, Disorder & Safety
19. Civic Engagement & Community Cohesion
20. Service Use & Satisfaction
21. Sources



Ward Profiles Maida Vale

- Housing estate
- Primary school
- Secondary school
- Alternative provision or special school
- Library
- General Practice
- Leisure centre
- Tube station
- Cycle hire

City of Westminster



Summary of Key Statistics



Population

11,352



Satisfaction with Council

86%



Residents that feel that they get on well together

85%



% of Population in Good Health

94%



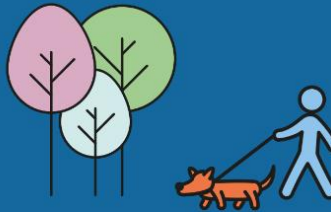
% of Families with Dependent Children

46%



Satisfaction with Parks

96%



Residents' perception of Safety

96%



Number of Jobs

1,780



Median Property Price

£807,000



Median Household Income

£42,600



% of WCC Pupils Achieving Good GCSE's (Ebacc 9-5)

32%



Number of Businesses

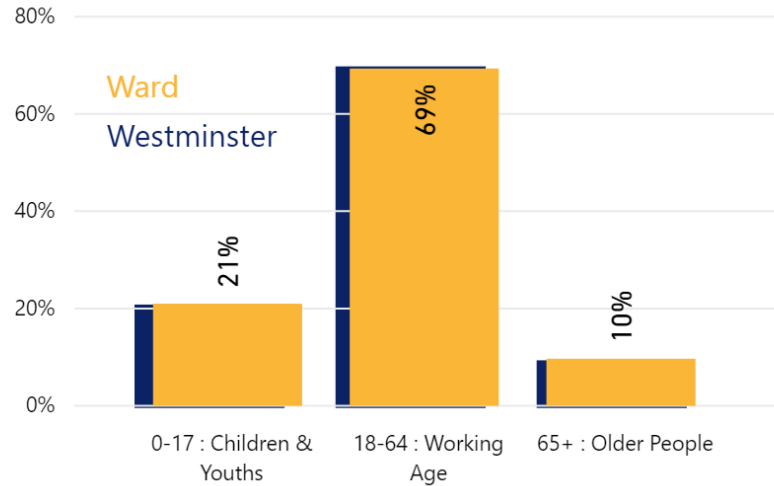
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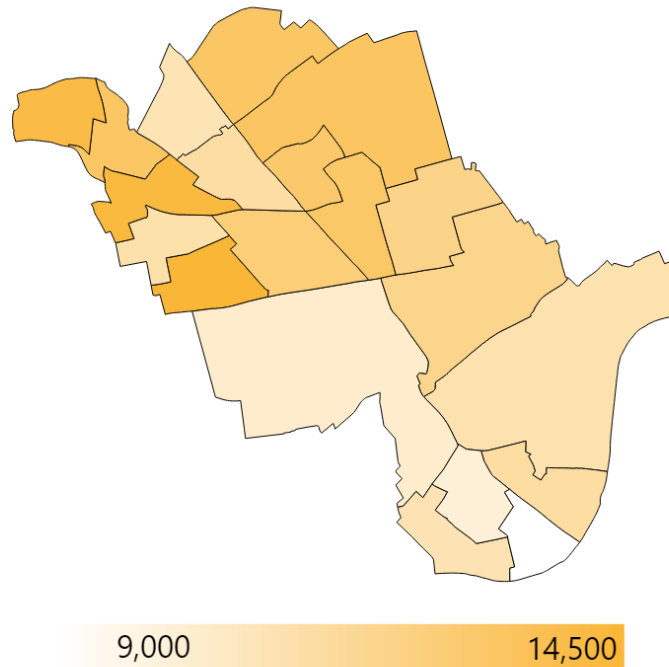


In June 2016 the population of Maida Vale reached 11,352, which accounts for 5% of Westminster. Since 2014, there has been an increase in population of 6%.
10% of the population is 65 or older, less than Westminster's average. 69% are between 18 and 64, less than the borough average. 21% are under 18 in Maida Vale, greater than the borough average.

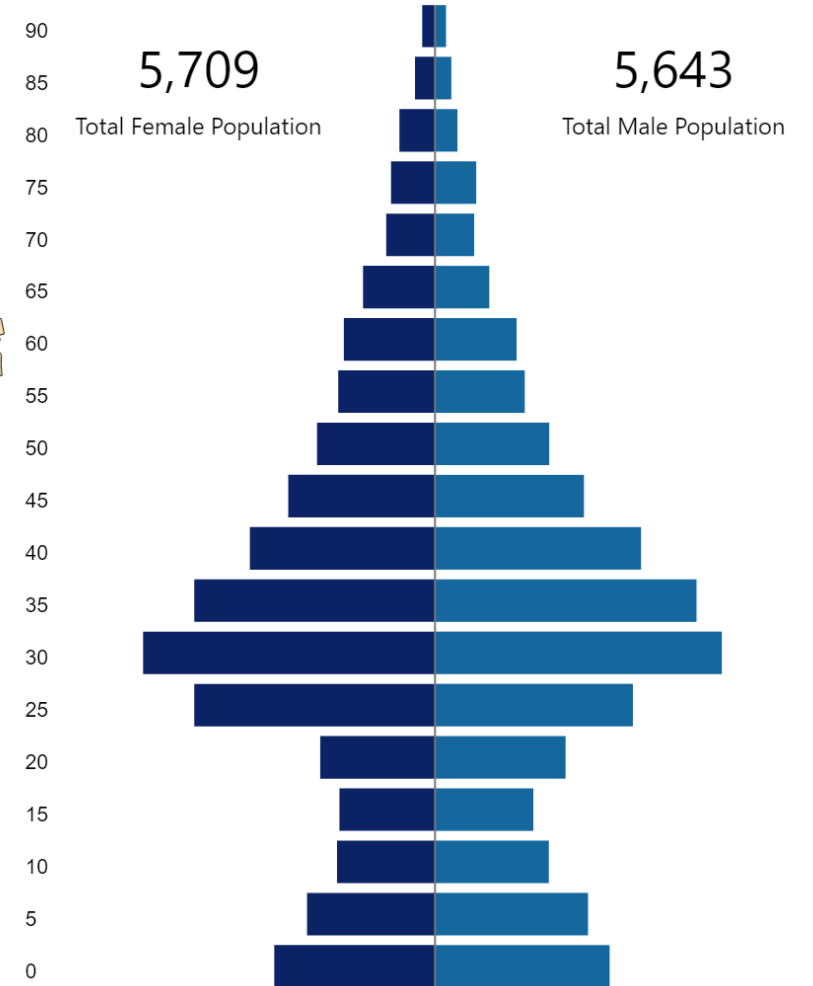
Proportion of Population Groups, MYE ONS, 2016



Concentration of Residents, MYE ONS 2016

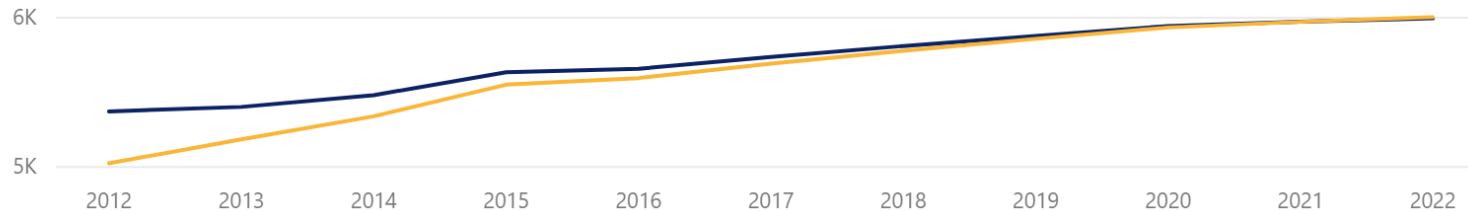


Population Pyramid – by Five Year Age Groups and Gender, MYE ONS 2016



Population Projection, GLA 2015

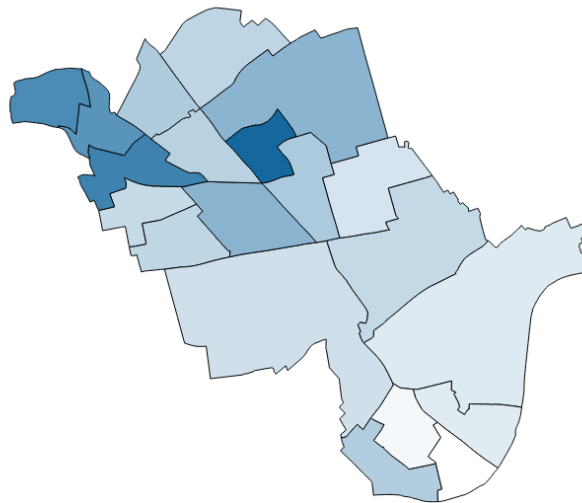
Sex ● Female ● Male





In 2011, English was being spoken in 67% of households in Maida Vale, which is equal to the Westminster average of 67%. 51% of the residents were born inside of the UK. Of the residents who were born outside of the UK, 27% have lived in the UK for 5 years or less according to the 2017 City Survey. Of those registered on the electoral role, 20% of Maida Vale are from the EU and 6% are from Commonwealth nations. Italy is the most prevalent country of origin outside Britain according to the 2017 electoral roll.

Ethnic Diversity: Simpson's Diversity Score, ONS 2011

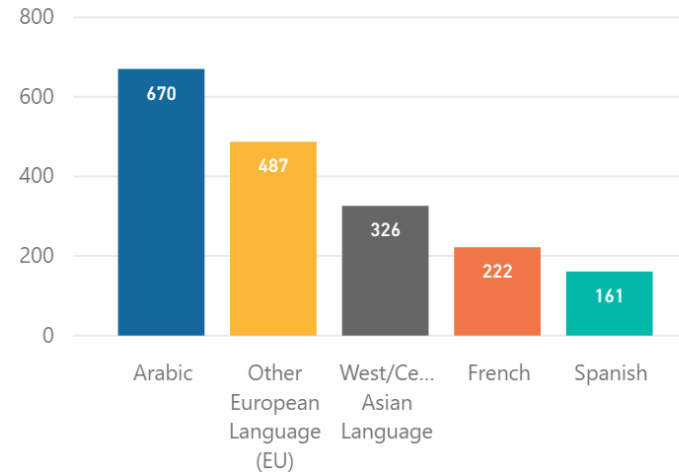


3.0

8.5

Simpson's Diversity Index (SDI) scores the ethnic diversity of a ward's population. The minimum value is 1 which indicates the population is made up of one ethnic group, whilst the maximum value is the total number of ethnic categories included (18 in the 2011 Census). The SDI of Maida Vale was 4.8, Westminster's was 4.9 and London's 2.7.

Top 5 Languages Spoken at Home (Excluding English), Census 2011



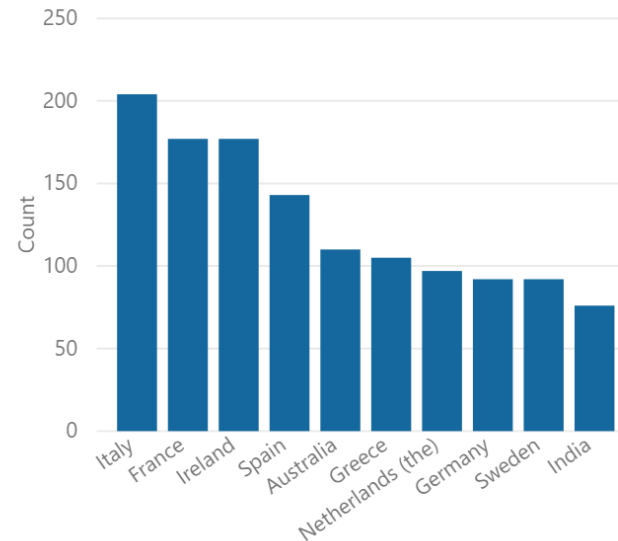
Change in Top Languages Spoken by State-School Pupils at Home, WCC 2015-17

Number of Students

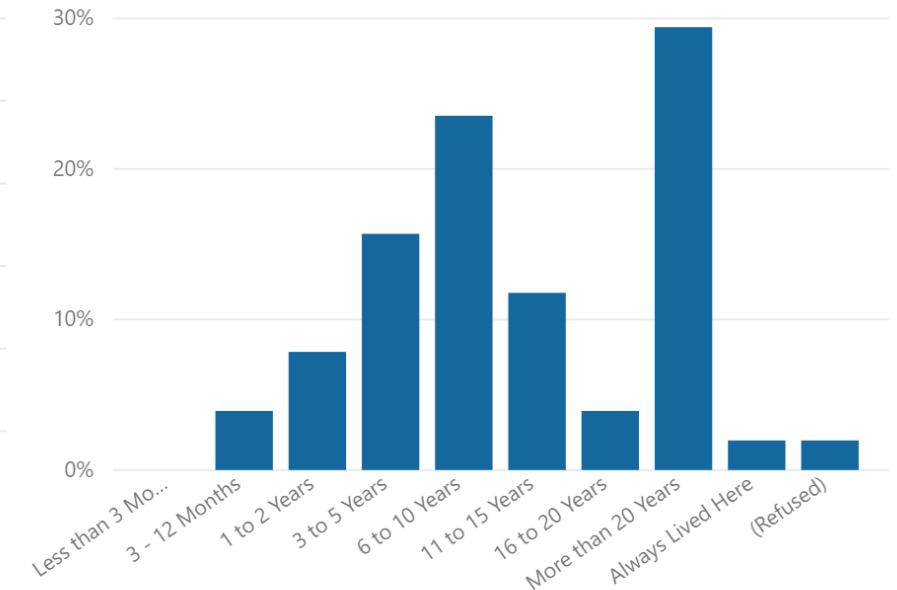
Language	2015	2016	2017
Albanian	27	26	25
Arabic	247	234	251
Bengali	42	44	46
English	249	278	288
French	21	23	25
Italian	20	22	15
Kurdish	54	61	56
Persian	19	18	23
Portuguese	24	24	20
Spanish	25	18	18

Percentage Change from 2015 to 2017
-7.41 %
1.62 %
9.52 %
15.66 %
19.05 %
-25.00 %
3.70 %
21.05 %
-16.67 %
-28.00 %

Top Non-UK Nationalities Registered on Electorate, PBI 2017



Length of Time Living in the UK (Non-British citizens), City Survey 2017





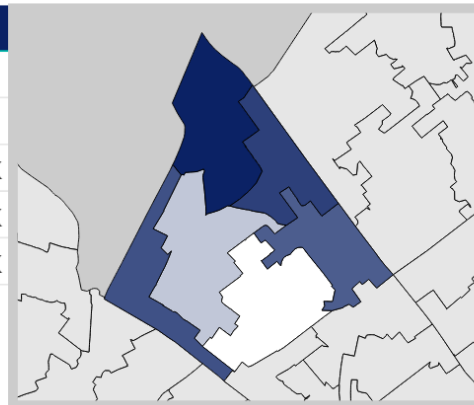
Deprivation



Westminster's local areas are among both the most and least deprived in London according to the 2015 Index of Multiple Deprivation (IMD). This index articulates deprivation of households as an accumulation of seven discrete dimensions: Living Environment, Barriers to Housing & Services, Crime and Disorder, Income, Employment, Health & Disability and Education and Skills Training.

Maida Vale is within the 30-40% most deprived in the UK for the average overall rank. Displayed on the map below is the ranking of local areas (LSOA's) within Maida Vale for the overall deprivation score.

LSOA	Decile
E01004707	20-30% least deprived in the UK
E01004706	40-50% least deprived in the UK
E01004709	20-30% most deprived in the UK
E01004708	20-30% most deprived in the UK
E01004711	10-20% most deprived in the UK
E01004710	10% most deprived in the UK

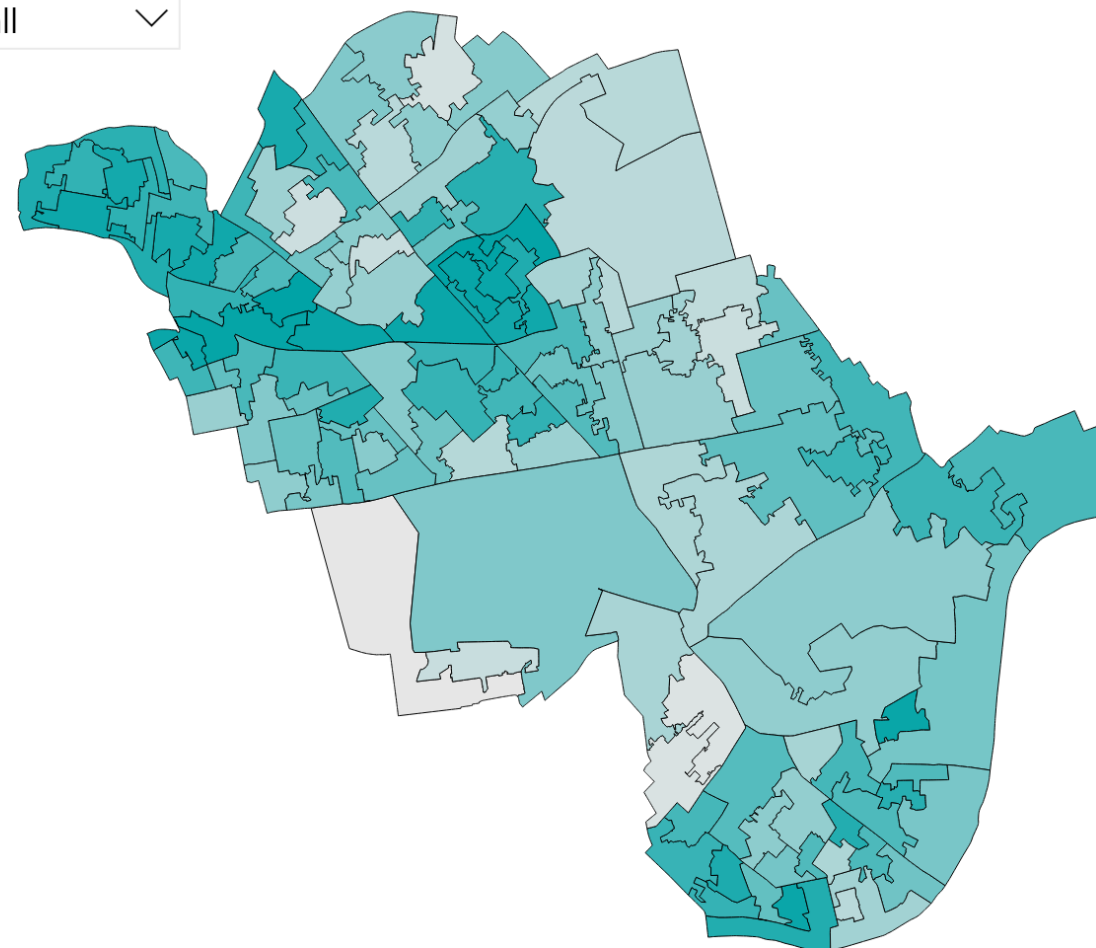


More Deprived Less Deprived

The subsequent three pages explore key demographic groups: workless adults, vulnerable children and families, and vulnerable older persons.

Index of Multiple Deprivation (Composite Rank), DCLG 2015

Overall



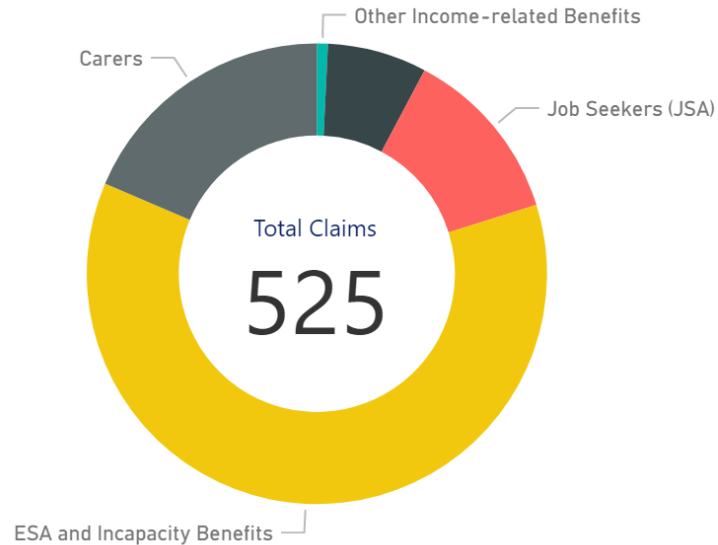
More Deprived

Less Deprived



In November of 2016, there were 705 benefit claimants of working age in Maida Vale (8.82% of the ward's working age population), 74% of these claimed Out-Of-Work Benefits.

Out-Of-Work Benefits Claimed, 2016 NOMIS & DWP

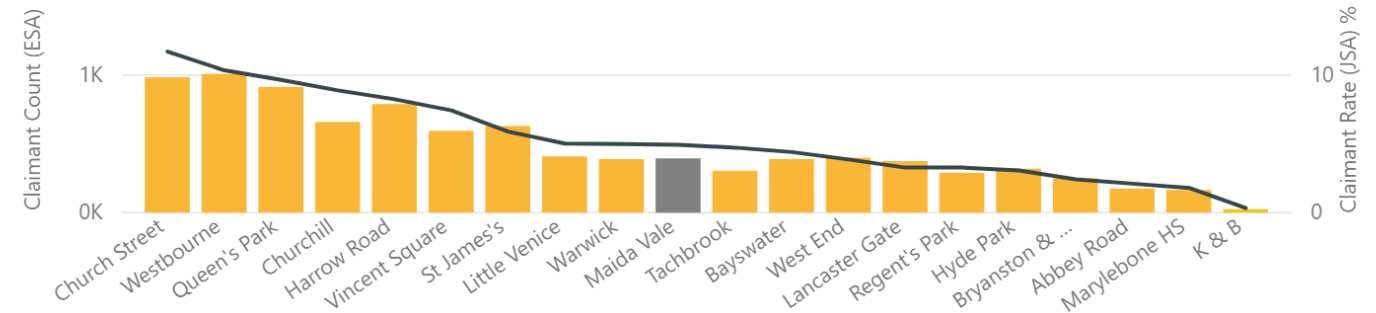


There are two main types of benefits which can be claimed by those out of work. Job Seekers Allowance (JSA) is claimed by residents unemployed and actively seeking work, of which there were 80. The JSA rate in Maida Vale was 1%, greater than that of Westminster's average 0.55%. Employment and Support Allowance (ESA) and Incapacity Benefit (IB), is claimed by residents with physical or mental health challenges. There were 395 ESA/IB claimants in Maida Vale with a rate of 4.94%, greater to that of Westminster's average 2.65%.

Benefit Type	Benefits Count	Benefits Rate (...)	Benefits Count Westminster	Benefits Rate Westminster (%)
ESA and Incapacity Benefits	395	4.94	9475	2.65
Carers	120	1.50	1975	0.55
Job Seekers (JSA)	80	1.00	1955	0.55
Disabled	50	0.63	930	0.26
Lone Parents	45	0.56	1000	0.28
Bereaved	10	0.13	125	0.03
Other Income-related Benefi...	5	0.06	265	0.07
Total	705	8.82	15725	4.40

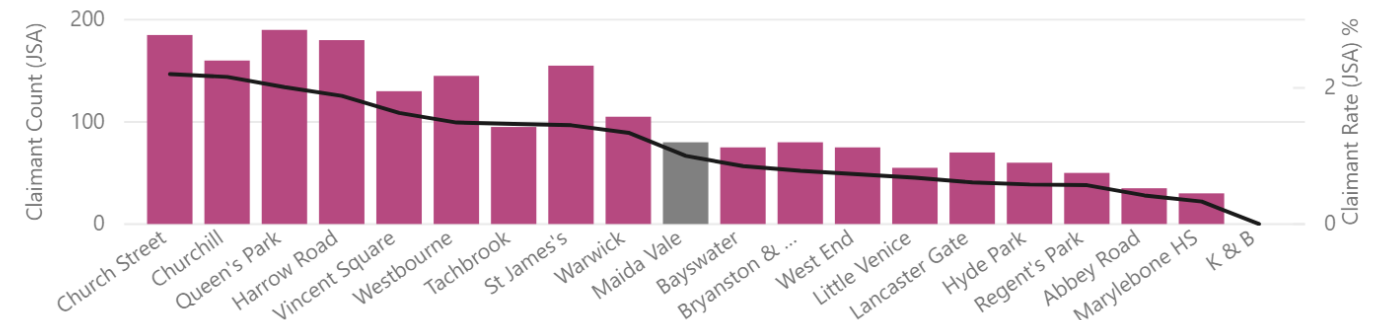
Employment and Support Allowance, 2016 NOMIS & DWP

Claimant Count (ESA) Claimant Rate (ESA)



Job Seekers Allowance, 2016 NOMIS & DWP

Claimant Count (JSA) Claimant Rate (JSA)

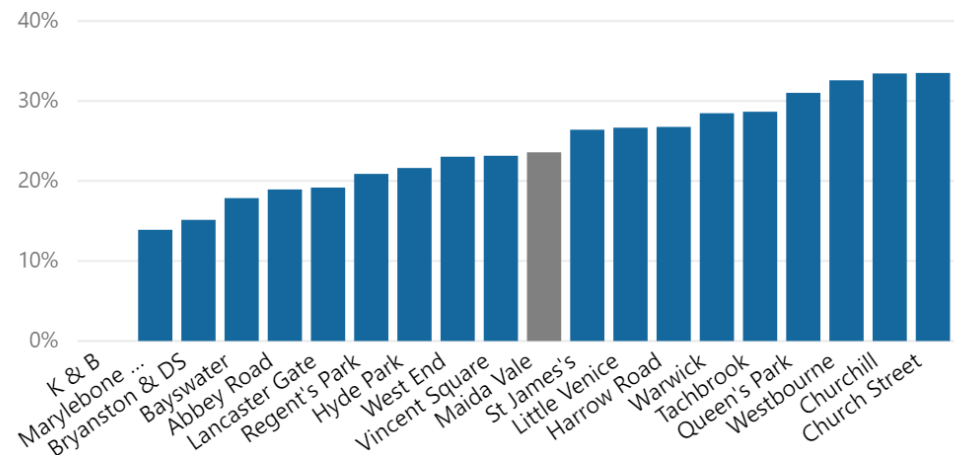




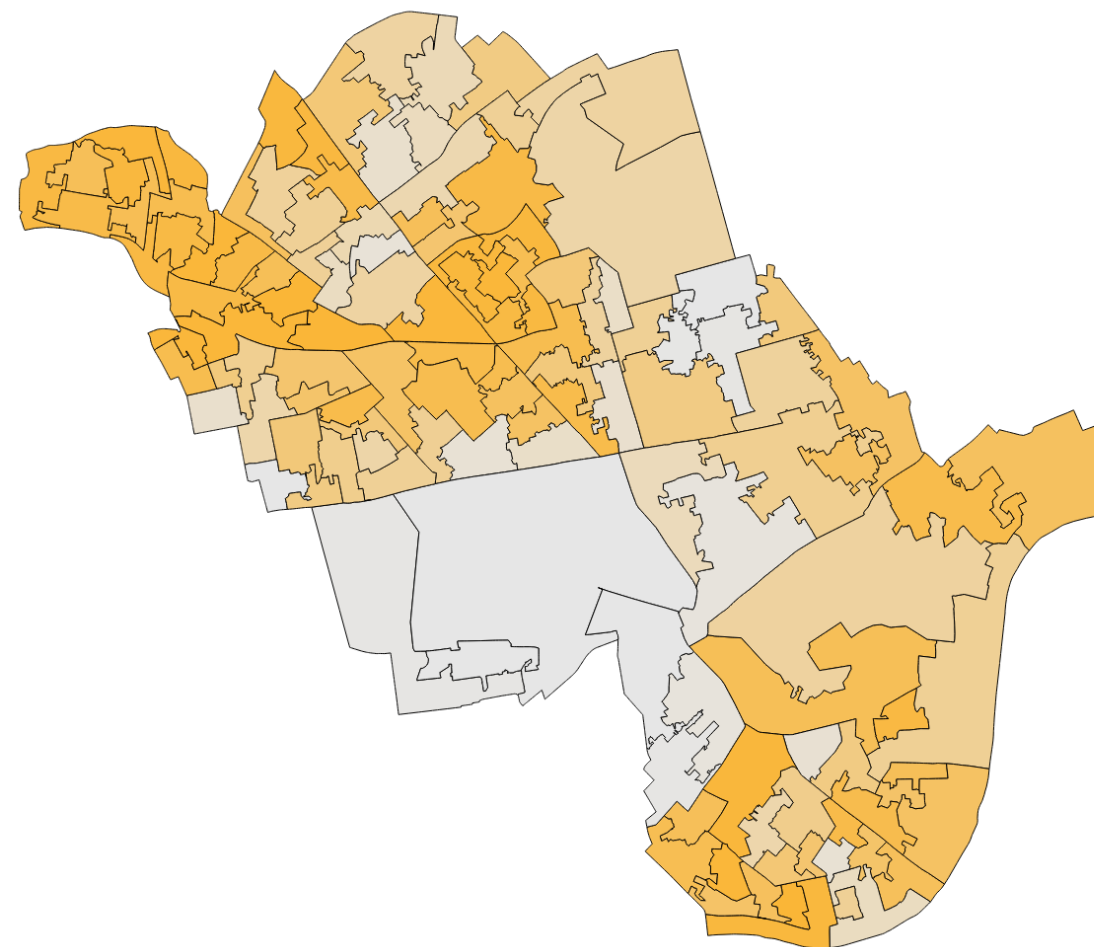
According to the 2011 Census, 27% of families were composed of lone parents with dependent children in Maida Vale. 24% of children in the ward were receiving free school meals in 2017, an indicator of the proportion of families financially stressed. Income Deprivation Affecting Children is a supplementary index within the Income Deprivation domain of the 2015 IMD measure. The adjacent map demonstrates the proportion of children in families impacted by income deprivation within local areas of Westminster's wards.

At the end of 2017, there were 190 Troubled Families in Maida Vale (6% of Westminster's Troubled Families). Troubled Families are identified based on whether they have two or more complex needs, which fall within 6 criteria: crime and anti-social behaviour, poor school attendance, children in need, worklessness or financial insecurity, domestic violence, and parents or children which suffer from health problems.

Percentage of Children Receiving Free School Meals, 2017



Income Deprivation Affecting Children Index, DCLG 2015



More Deprived

Less Deprived



Vulnerable Older People



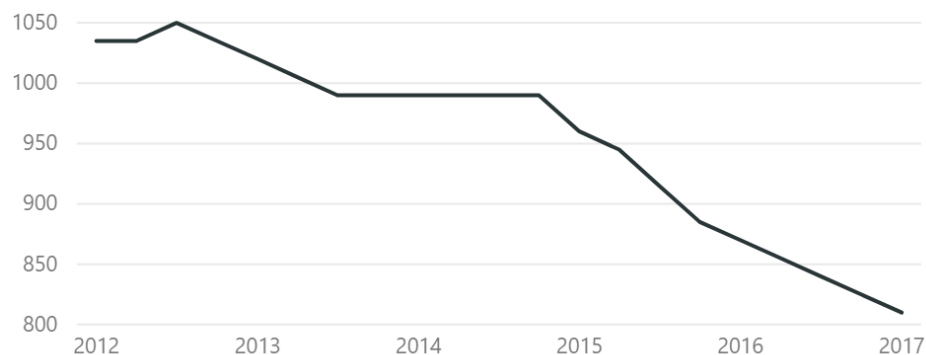
15% of Maida Vale are 65 and over, less than Westminster's average of 18%. In 2011, 22% of this demographic group lived alone, which is less than the Westminster's average of 24%. Persons aged 85 and older make up 1% of the population in the ward.

Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit (tops up your weekly income) and Savings Credit (extra payment for people who saved some money towards their retirement). The total number of credits claimed in 2016 were 3,390, which is a 9% drop in pension credit claims in 2015.

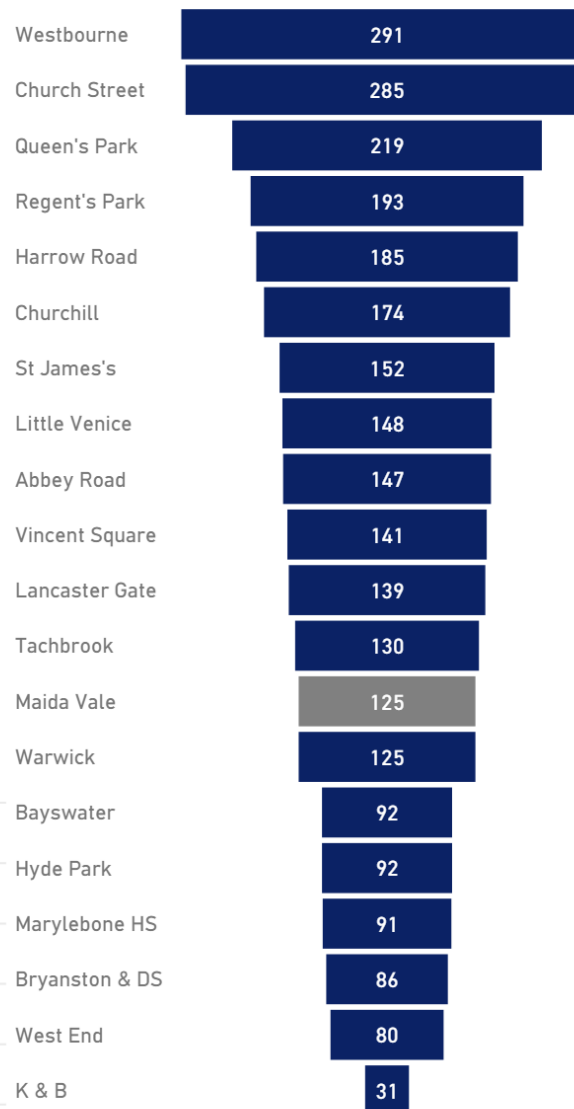
In November 2017, there were 125 older people supported by social care services from Westminster City Council, which accounts for 11% of older people in the ward and 4% of the total over 65 social care provided by Westminster City Council.

An estimate of the proportion of persons 65 and over in Maida Vale likely to be excluded was calculated based on income deprivation, mobility, household and neighbourhood ties, as well as health and safety in local areas (LSOA's). Westminster's local areas were ranked according to social exclusion of older people against others in London, Maida Vale falls within the 40-50% least excluded in London. Maida Vale is ranked within the worst 20-30% in London for Income Deprivation among older persons.

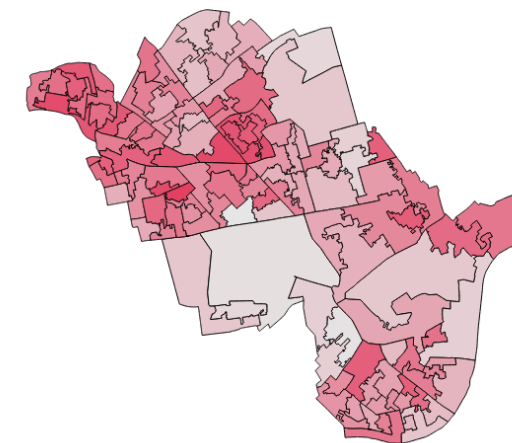
Pension Credits Claimed 2012 - 2017, DCLG 2017



Persons Supported by Social Care, WCC 2017



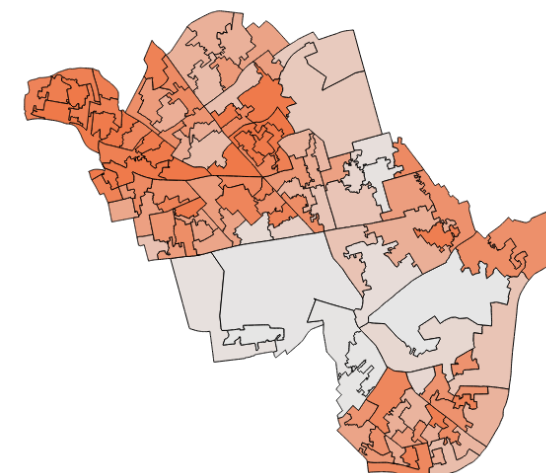
Social Exclusion, DCLG 2015



More Excluded

Less Excluded

Income Deprivation, DCLG 2015



More Deprived

Less Deprived



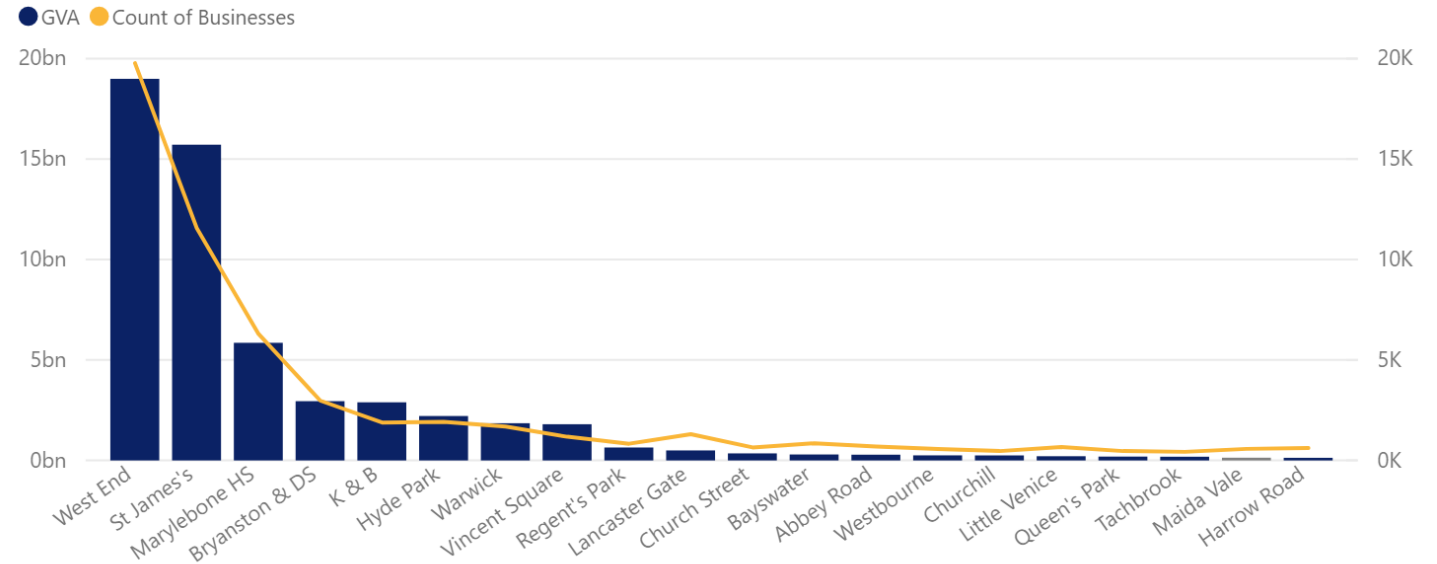
Maida Vale's local economy hosts 1,780 jobs, accounting for 0.25% of the total number of jobs in Westminster.

There are 576 businesses in Maida Vale, which account for 1% of the total businesses in Westminster.

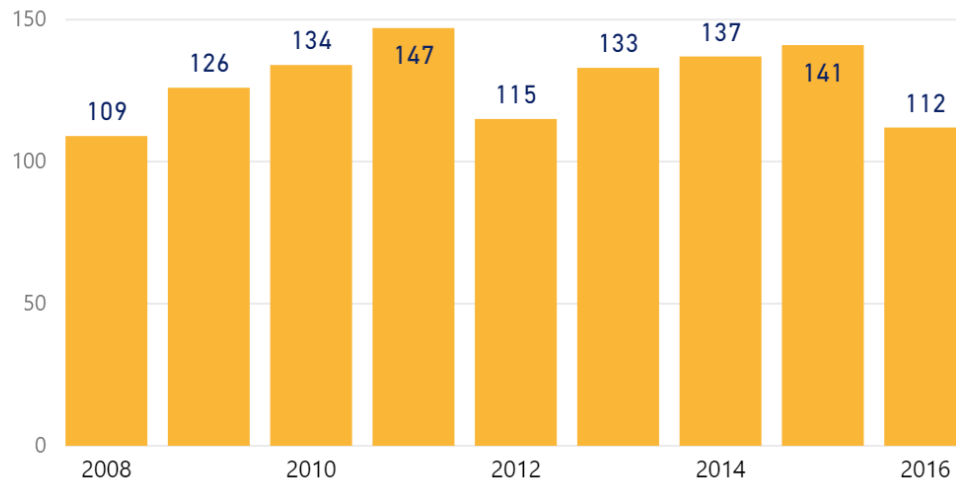
According to Banksearch information, there were 1,216 new start-up businesses in Maida Vale since 2008, accounting for 2% of the borough.

Gross Value Added is a productivity measure calculated by subtracting the cost of inputs and raw materials from the value of goods and services produced. Maida Vale makes up 0% of Westminster's total GVA.

Gross Value Added (GVA) by Ward, ONS 2015



Number of New Start-Ups, Banksearch 2017



Top Industries According to Number of Jobs, BRES 2016

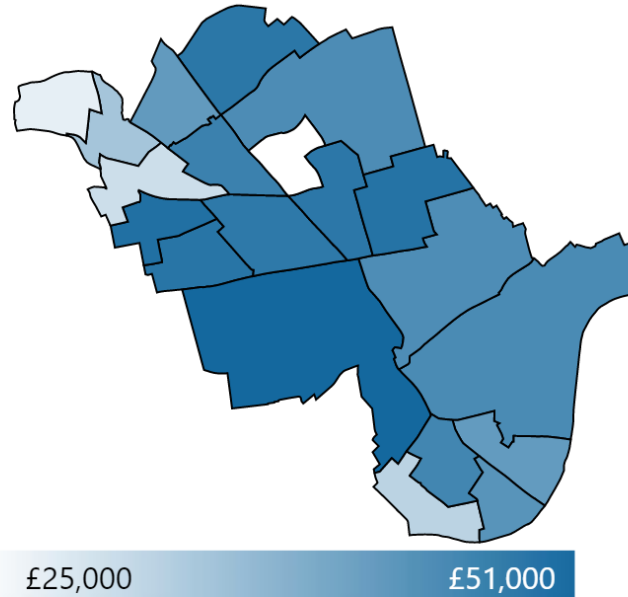
Industry	Percentage of Total Industry for Westminster	Value
Education	0.9%	300
Information & communication	0.3%	250
Professional, scientific & technical	0.2%	225
Accommodation & food services	0.2%	200
Health	0.7%	200
Total	0.3%	1175



Those classified as economically active are of working age (16-64) and either employed or currently seeking employment. In 2011, 73% of Maida Vale's population were economically active, of which 6% were unemployed. This was greater than the average proportion of economically active (69%), and better than the average unemployment rate (7%) in Westminster. Worklessness combines those who are actively looking for work and those who cannot work. 32% of Maida Vale is defined as being workless, lower than the average worklessness in Westminster (36%).

In 2017, the median income for Maida Vale was lower than the average median income for Westminster by £200. Maida Vale's median income was £42,600 and the average lower quartile income was £27,500. Household Income was equivalised based on household size.

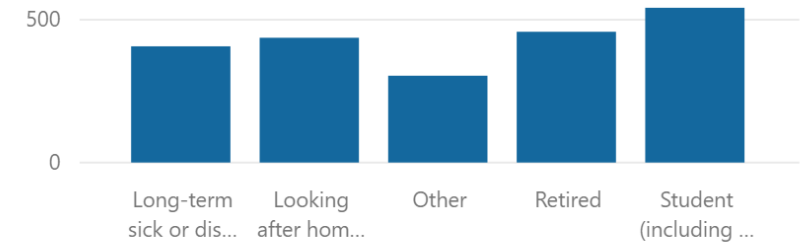
Median Household Income, CACI Equivalised Paycheck 20...



Proportion of Economically Active Groups, ONS 2011



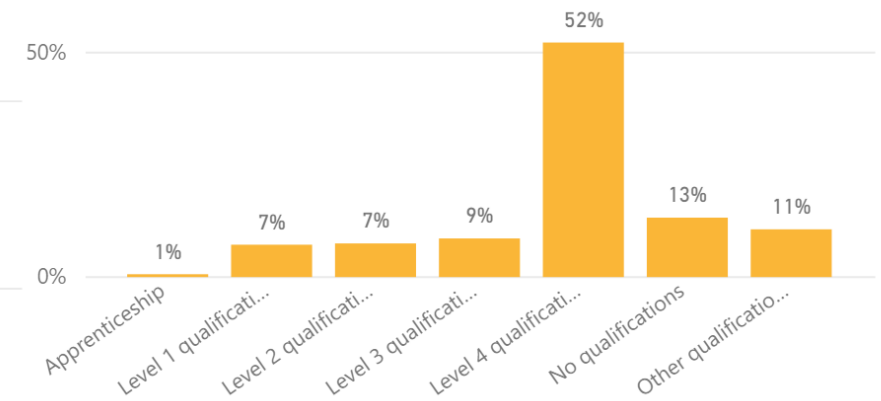
Proportion of Economically Inactive Groups, ONS 2011



Occupation Classifications in Ward, ONS 2011



Qualifications Achieved, ONS 2011



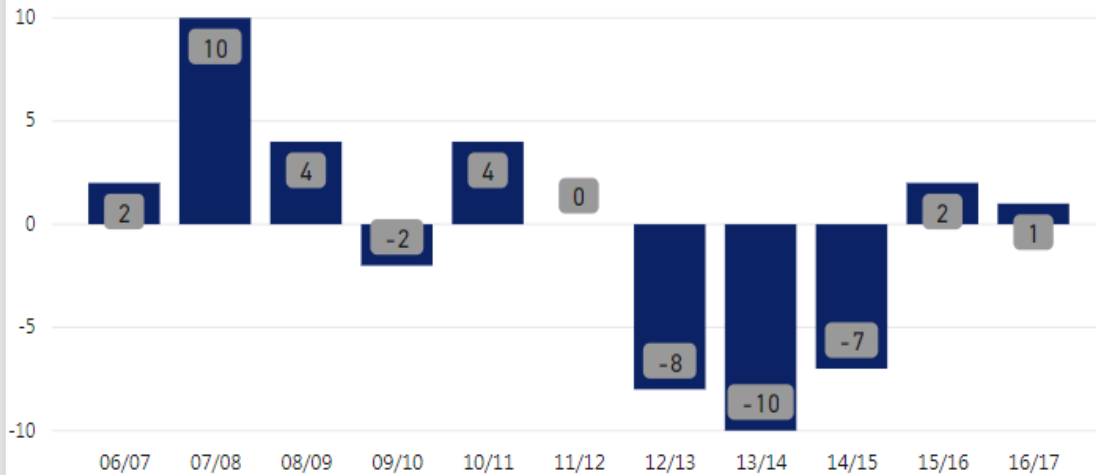


Maida Vale contained 4,663 residential properties in 2017, which accounted for 4% of Westminster's housing stock at the time. According to the 2011 census 37% of households were rented, 36% were owned and 25% were socially rented. In 2017, City West Homes managed 935 properties in the ward, of which 46% are tenants and 54% are leaseholders.

In 2017, the median property price in Maida Vale was £807,000 which is less than the median price in Westminster by 24%.

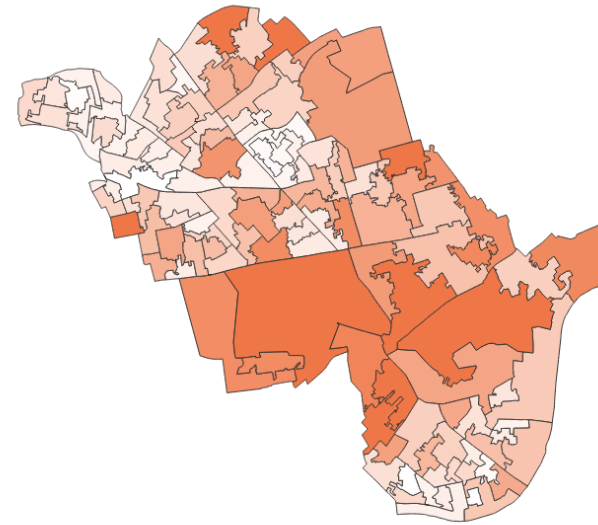
According to Council Tax documentation in 2017, 34 properties were listed as second homes, which represent 1% of households in Maida Vale. This is much less than the average number of second homes owned in the average Westminster ward (184). The 2011 census found there were 866 residents in this ward that had a second home elsewhere in the UK or abroad.

Net Residential Completions by Year, WCC 2017



Net Residential Completions refers to the net change in housing units built. Over the past 10 years, -4 net units were built in Maida Vale. This represents -0.05% of the total net change in Westminster. Due to numerous circumstances such as eligible land, the opportunity for residential development across wards varies significantly.

Median Property Price, Land Registry 2017



£320,000

£4,000,000

The 2017 City Survey found 2% of Maida Vale's residents reported they were struggling financially, whilst Westminster average was 5%. An area's affordability can be estimated by dividing the median house price by the median household income.

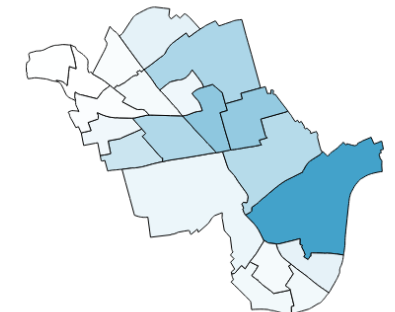
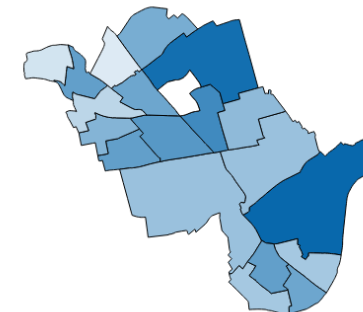
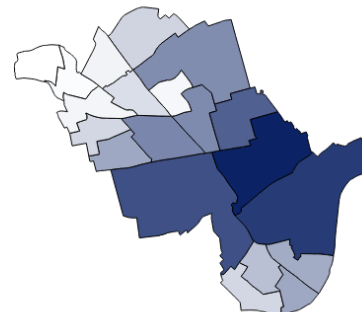
This measure indicated Maida Vale's residents would have to pay 18.9 times their annual salary to afford owning a home in the ward.

Housing benefits are claimed by residents both in and out of work, who earn too little income to afford housing. In Maida Vale there are 1084 residents who claim housing benefits, 5% of the total number of housi...

Second Homes, Council Tax 2017

Empty Properties, Council Tax 2017

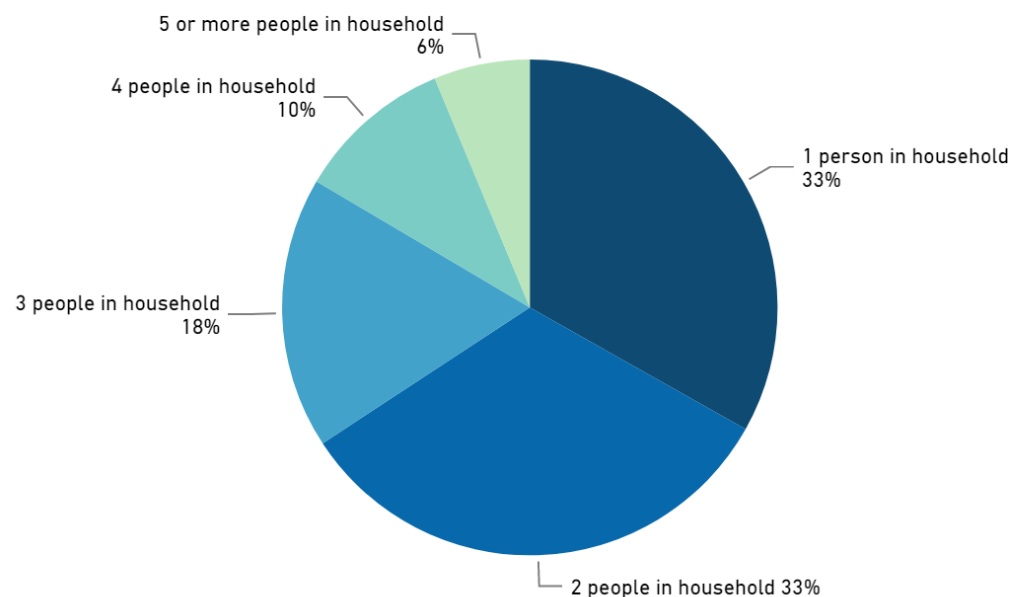
Student Residences, Council Tax 2017





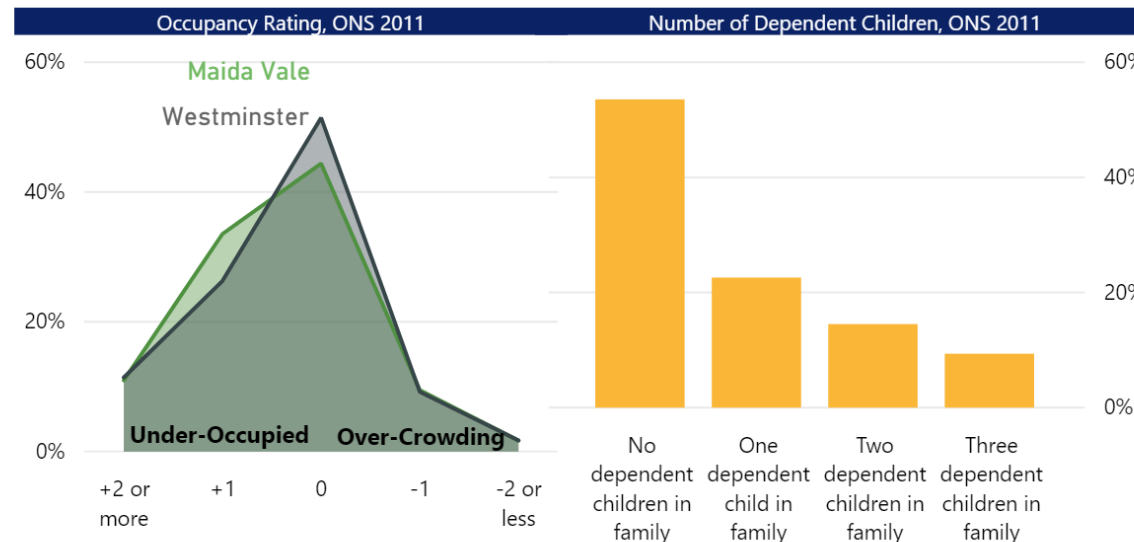
Of Maida Vale's households in 2011, the majority had 1 person in household, 50% were families, of which 46% had dependent children and 27% were lone parents, 19% were living as a couple (married, civil partnership or cohabitating) and 11% of homes were occupied by those aged 65 or over.

Proportion of People per Household, ONS 2011



1% of households in Maida Vale were in Communal Establishments, this is less than the Westminster's average which is 3%. The occupancy rating of the ward indicates that 44% had sufficient bedrooms for their household composition, 44% were under occupying their property and 11% of the household were over-crowded.

Of Maida Vale residents polled in the 2017 City Survey, 4% said they were likely to move out of the ward.



Household Living Arrangements, ONS 2011

Description	Number	%GT Number
One person household: Other	1108	29.74%
One family only: Married or same-sex civil partnership couple: Dependent children	608	16.32%
One family only: Married or same-sex civil partnership couple: No children	397	10.66%
One family only: Lone parent: Dependent children	384	10.31%
One person household: Aged 65 and over	378	10.15%
One family only: Cohabiting couple: No children	352	9.45%
One family only: Lone parent: All children non-dependent	212	5.69%
One family only: Married or same-sex civil partnership couple: All children non-dependent	119	3.19%
One family only: All aged 65 and over	89	2.39%
One family only: Cohabiting couple: Dependent children	64	1.72%
One family only: Cohabiting couple: All children non-dependent	14	0.38%

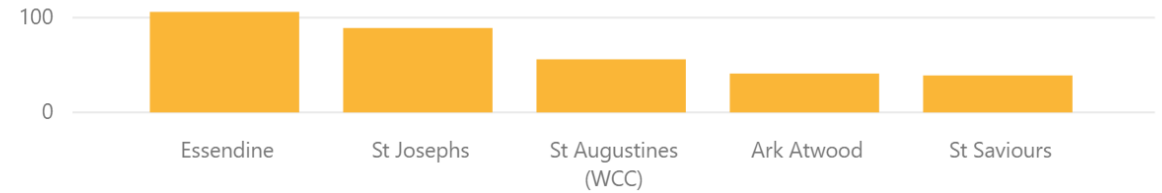


During their Early Years Foundation Stage (EYFS), children who achieve a good level of development (GLD) are those meeting the expected level within: communication and language; physical development; personal, social and emotional development; literacy; and mathematics.

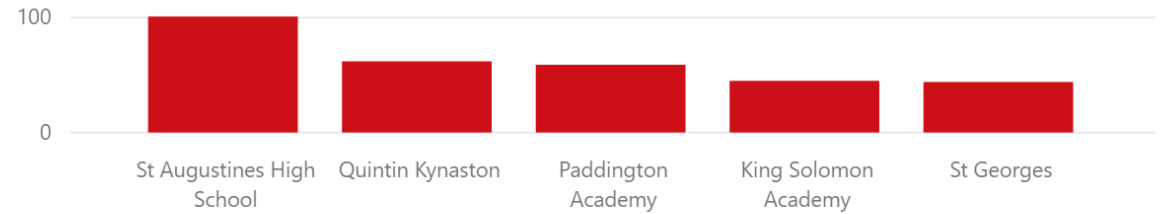
The average score of EYFS pupils in Maida Vale in 2017 was 67%, Westminster's average was 72%. At secondary schools, 32% of Maida Vale's pupils achieved GCSE grades of 9-5 (A*-C) in EBacc subjects (English, Mathematics, Science, a Language and History or Geography), which was greater than Westminster's average of 27%.

In 2017, 18% of resident primary and secondary school pupils attending a state school had Special Educational Needs, this is greater than the Westminster average of 17%.

Top Primary Schools Attended, WCC 2017

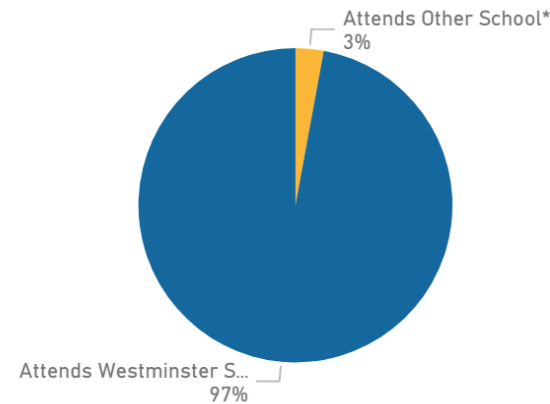


Top Secondary Schools Attended, WCC 2017

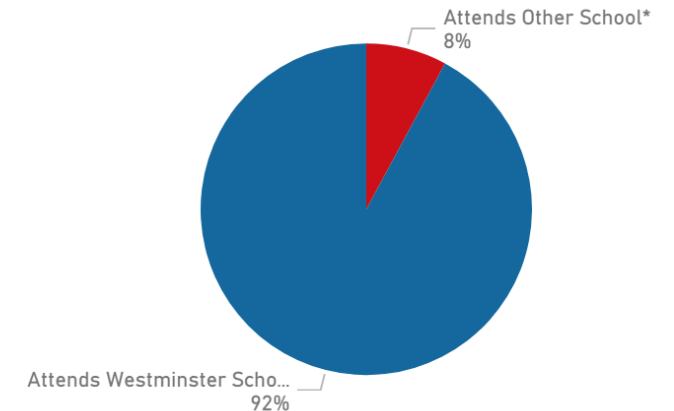


Location of Attended State School, WCC 2017

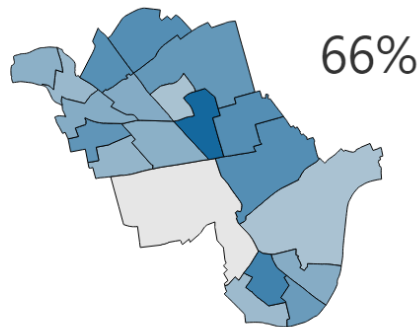
Primary



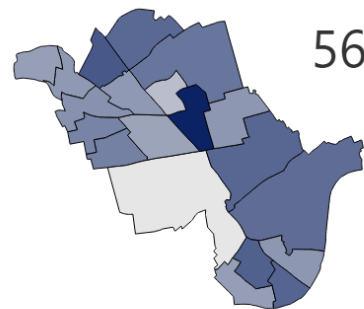
Secondary



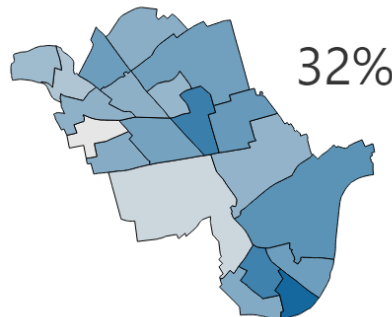
State GCSE Scores: E&M 9-5, WCC 2017



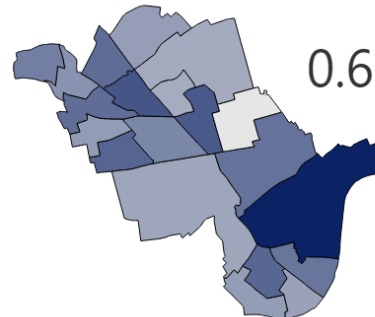
State Attainment 8 Score, WCC 2017



State GCSE Scores: EBacc 9-5, WCC 2017



State Progress 8 Score, WCC 2017



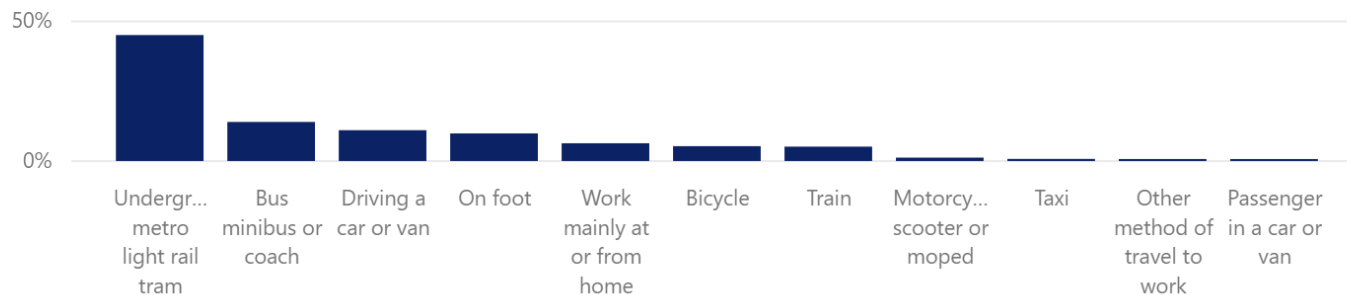


Accessibility to public transport is measured based on the walking time to a transport network and the service availability. Maida Vale's integration into the public transport network was found to be satisfactory. An Experimental model of data from 2015 estimated that the combined day and evening population (residents at home, working population and visitors) of Maida Vale was 13,700, which is a 21% increase in population. The greatest proportion of residents in Maida Vale travelled to work by underground metro light rail tram in 2011. According to the 2017 City Survey, residents would like to travel more on foot/walking.

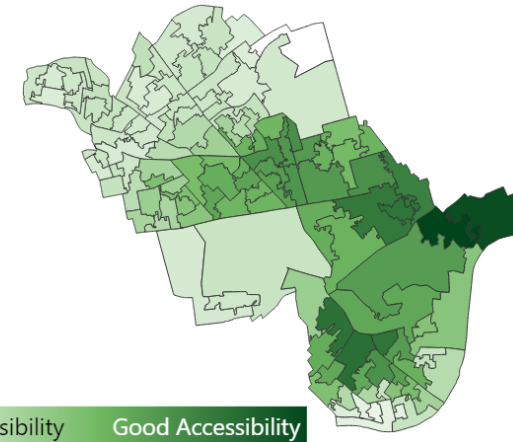
Experimental Total Population, WCC Estimation 2017



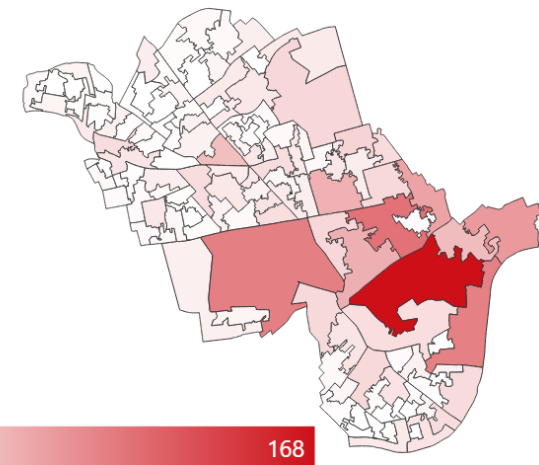
Resident's Mode of Travel to Work, ONS 2011



Public Transport Accessibility in Local Areas, TfL 2014



Road Casualties in Local Areas, Department for Transportation 2014



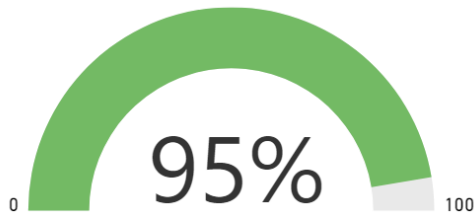
Data presented is for personal injury road traffic collisions occurring on the public highway, and reported to the police, in accordance with the Stats 19 national reporting system. Road Casualties include all Slight, Serious and Fatal collisions.



According to a 2013 study, 95% of homes in Maida Vale had good access to local parks, greater than the borough's average of 60%. Respondents of the 2017 City Survey suggest that 79% of Maida Vale used open spaces and public parks in the last three months, 69% of which were satisfied with them, greater than Westminster's average of 54%.

Over the last 10 years, 9 green walls and roof planning applications have been received in Maida Vale. The number of planning applications received is indicative of local demand for green infrastructure but not all applications are realised.

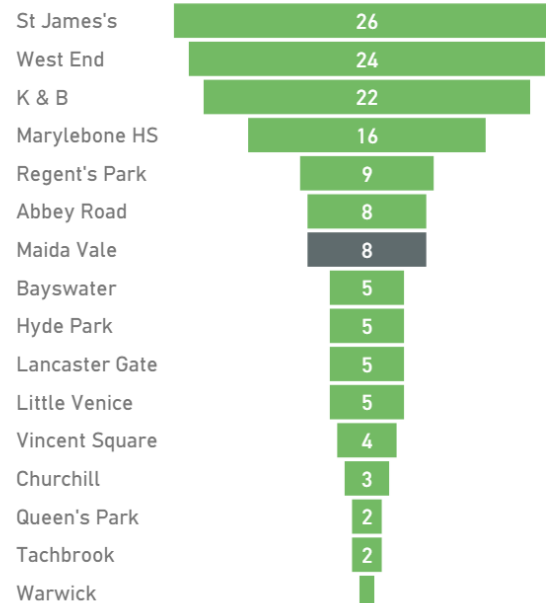
Households with Good Access to Local Parks, GiGL 2013



Particulate Matter (PM) is a form of air pollution, a mixture of solid particles and liquid droplets in the air, most frequently emitted by road vehicles and measured in two densities, PM10 and PM2.5. Greater mortality risk, particularly from cardiovascular causes, is among the adverse health effects caused by exposure to PM. Nitrogen dioxide (NO2) is another gas assessed to gauge air quality, approximately 50% of its concentration is emitted by road vehicles.

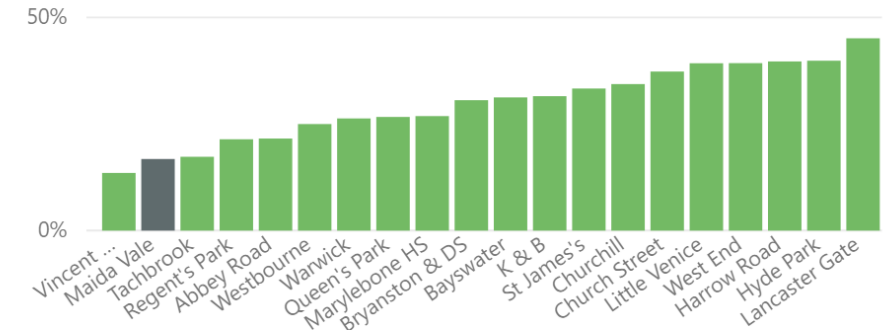
Maida Vale average measure of nitrogen dioxide in 2013 was $39.5\mu\text{g}/\text{m}^3$, less than the World Health Organization's (WHO) recommended limit of $40\mu\text{g}/\text{m}^3$. Westminster's average NO2 concentration was $50.2\mu\text{g}/\text{m}^3$, above London's average of $30.6\mu\text{g}/\text{m}^3$.

Electric Vehicle Charging Points & Bays, WCC 2017



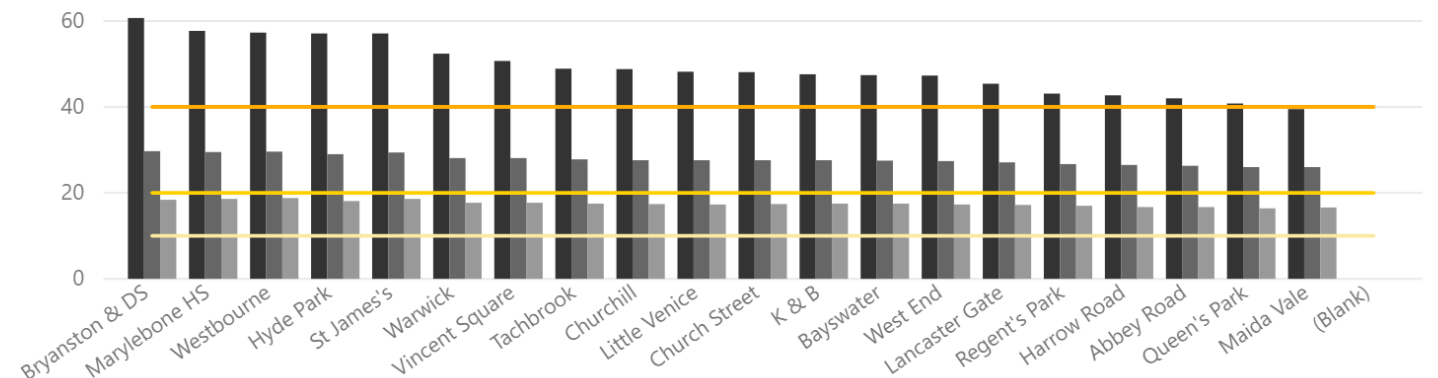
There were 8 electric vehicle charging points and bays in Maida Vale in 2017, less than Westminster's ward average of 9. Of those surveyed in 2017 City Survey in Maida Vale 17% perceived littering to be a fairly or very big problem in their local area.

Proportion of Residents who Perceive Littering as a Problem, City Survey 2017



Average Concentration of Harmful Gases in 2013, 2016 KCL

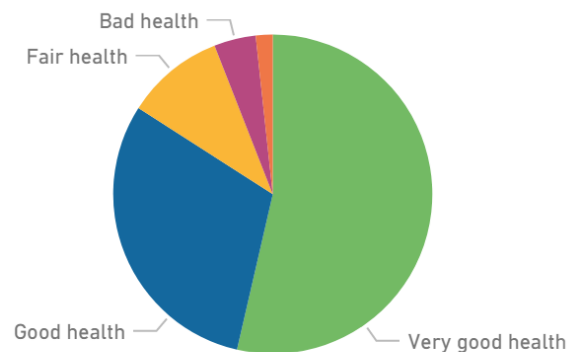
● Sum of NO2 ● Sum of PM10 ● Sum of PM2.5 ● WHO NO2 Limit ● WHO PM10 Limit ● WHO PM2.5 Limit





84% of Maida Vale reported their health condition was 'very good' or 'good' in 2011, equal to the borough's average response. 6% of the ward perceived their health to be 'bad' or 'very bad', equal to Westminster's average.

Report General Health, ONS 2011



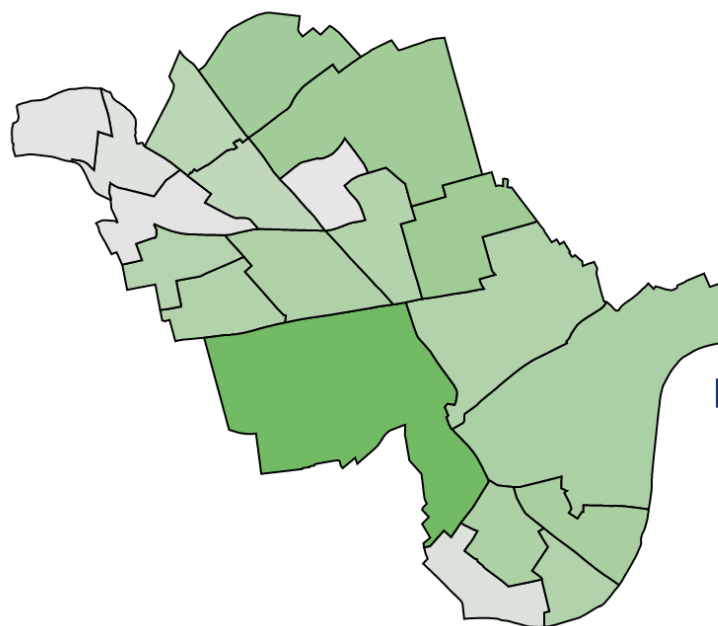
Life Expectancy at Birth is a measure of how long, on average, people are expected to live based on population estimates and the number of deaths within the population.

Life Expectancy at Birth - Females & Males, ONS 2015



The Well-Being Index is a score based on a combined measure of 12 well-being indicators related to health, economic security, safety, education, mobility and environment. Maida Vale ranks 194 of 625 London wards, indicating the probability residents experience greater well-being is among the top half in the city.

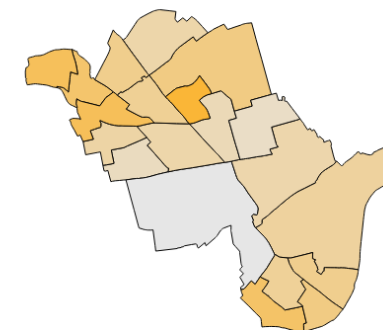
Ward's Well-Being Score, GLA Intelligence Unit 2013



Poor Less Poor

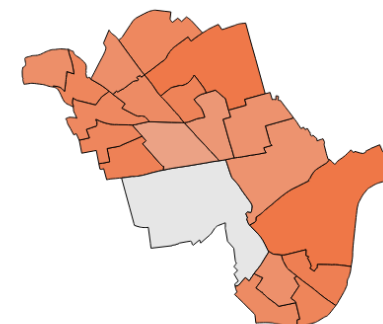
According to the 2011 Census, 14.5% of the ward's population were affected by long-term illness or disability, greater than Westminster's average (14%). In 2017, 50 residents in Maida Vale received disability benefits. There were 142 residents who received social care from the council.

Long-term Illness or Disability, ONS 2011

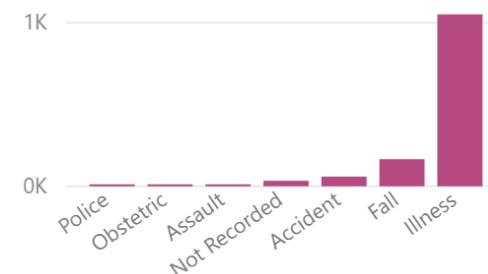


In 2010, 24% of Year 6 children were classified as obese, equal to the borough average of 24%. The standardised admission ratio of alcohol-related hospital admissions in 2017 was 55, 21 less than Westminster's average. There were 1,525 ambulance attendances in Maida Vale in 2016, 69% of which were related to an illness.

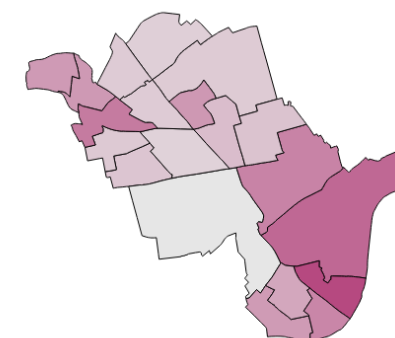
Obese Children in Year 6 (%), NHS 2010



Ambulance Attendances, SafeStat 2016



Alcohol-related Hospital Admissions, HES 2017

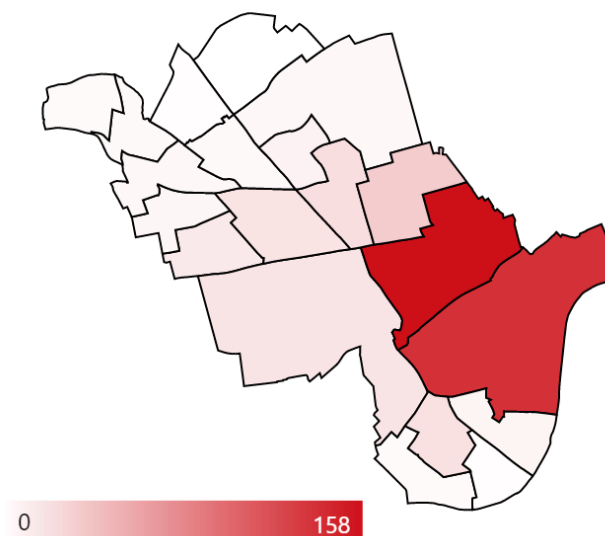




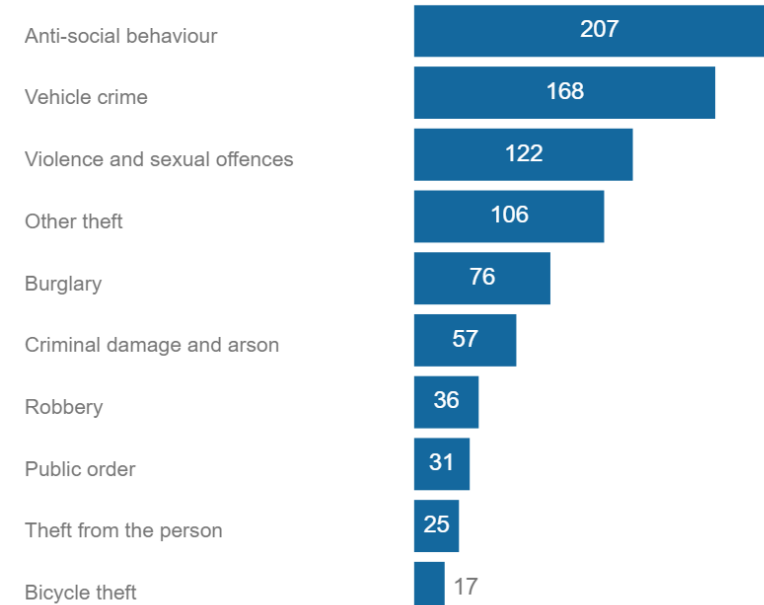
96% of residents felt safe in Maida Vale and 90% felt safe after dark according to the 2017 City Survey. 17% felt that crime in their neighbourhood impacted their quality of life, this is less than the average value for Westminster (19%).

Crime rates in Westminster's wards are influenced by the influx of visitors to the borough. Between Jul 2016 - Jul 2017, 873 crimes were reported in Maida Vale, equating to a crime rate of 8 per 100 residents. This is much less than the average rate in Westminster (29 per 100). Crime levels in the year ending in Jul 2017 have increased by 2% upon the previous year, whilst Westminster has seen an overall growth of 13%. According to the 2017 City Survey, 9% of the residents in Maida Vale perceived anti-social behaviour to be a problem in their area. The London Fire Brigade responded to 109 incidents in Maida Vale, 11% of which were primary fires (harm people or cause damage to property) and 5% of which were secondary fires (less threatening) in 2016.

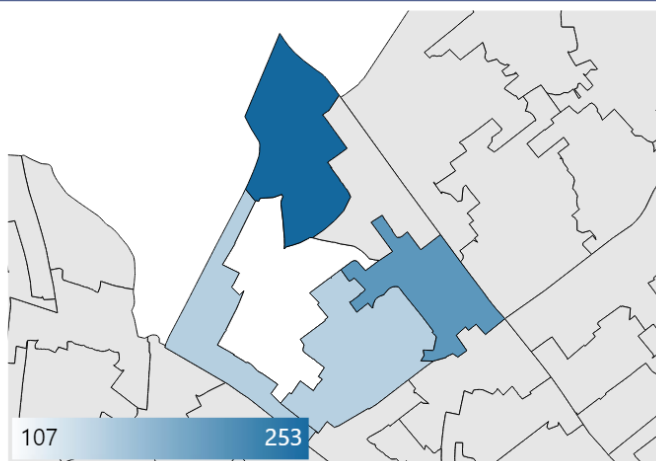
Ward Crime & Disorder Rate, MET 2016



10 Most Prevalent Incidents, Metropolitan Police 2016



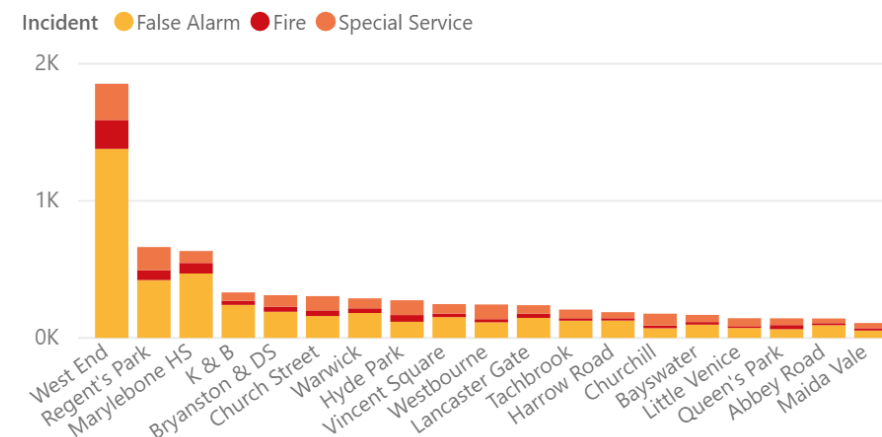
Criminal & Anti-Social Incidents in Local Areas, MET 2016



Rate of Crimes and Disorder, MET July 2016-17



Count of Incidents, London's Fire Brigade 2016



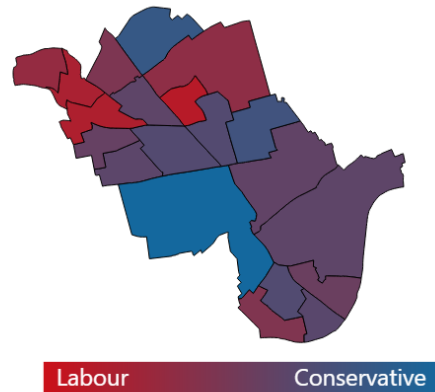


The electoral turnout for the 2014 local elections in Maida Vale was 36%, greater than the average turnout for wards in Westminster by 4%. The turnout rate increased by 5% for the 2016 Mayoral Electorate. During Local Elections in 2014, Maida Vale was held by Conservative Party with a majority vote (48%).

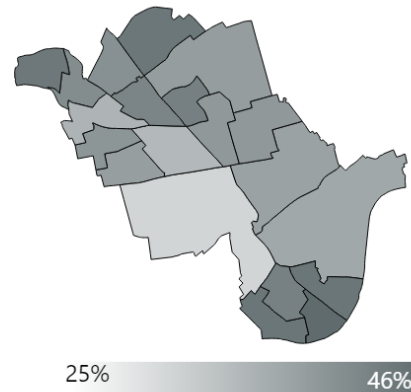
During the Mayoral Elections in Maida Vale, the majority of 1st votes were won by the Labour Party (44%), and the 2nd votes were won by the Green Party (22%). The election split was calculated by finding the difference between the Conservative and Labour Party votes.

According to the City Survey 2017, 85% of the community within Maida Vale say that people from different backgrounds get on well. 16% of the residents in Maida Vale spend time helping to improve the community and 30% are interested in helping more to improve community.

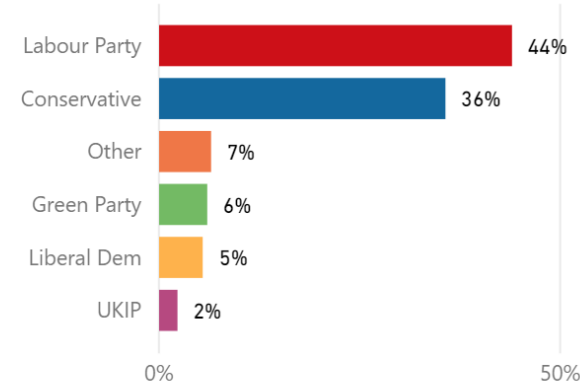
Mayoral Election 2016 – Labour/Conservative Split



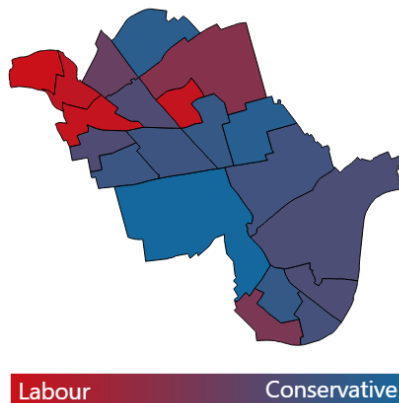
Mayoral Election 2016 – Electorate Turnout



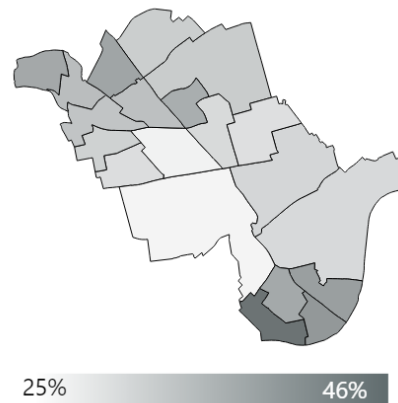
Mayoral Electorate 2016 – First Votes



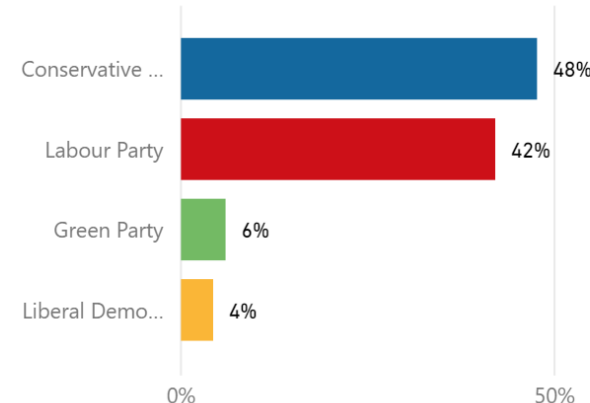
Local Elections 2014 – Labour/Conservative Split



Local Elections 2014 – Electorate Turnout



Local Elections 2014 – Votes



City Survey 2017

Proportion of people from different background get on well

Definitely Agree	27.12%
Tend to Agree	61.02%
Neither Agree Nor Disagree	8.47%
Tend to Disagree	2.54%
Definitely Disagree	0.85%

Proportion of interest in helping improve Community

Very Interested	4.03%
Fairly Interested	25.81%
Not Very Interested	32.26%
Not At All Interested	20.97%
(Don't Know)	16.94%

Time spent helping to improve the community

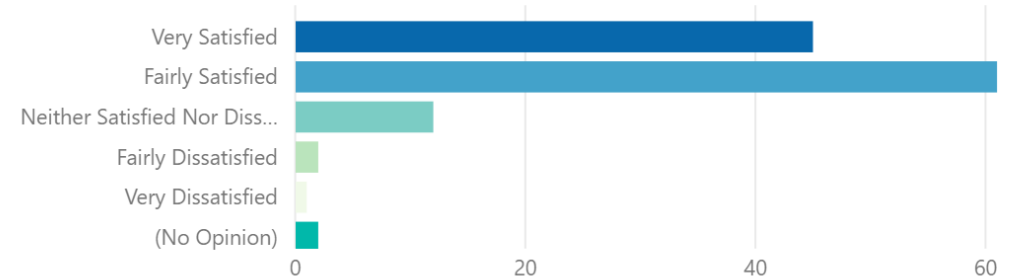
A great deal	0.81%
A fair amount	15.32%
Not very much	42.74%
None at all	37.90%
(Don't know)	3.23%



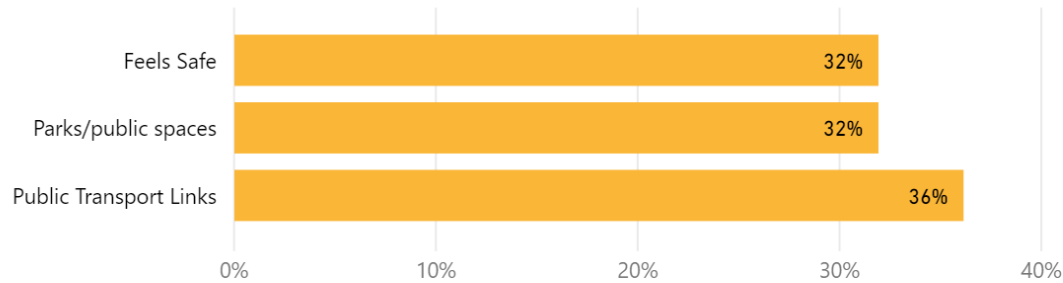
According to the City Survey, 86% of residents in Maida Vale were very or fairly satisfied with Westminster Council. Public Transport Links was the amenity most valued in the local area by the residents surveyed. The most frequently used public service by respondents in the last three months was Parks & open spaces.

42% of residents in Maida Vale reported using library services in the last three months and 92% were satisfied with their service. 37% of residents reported they had used a leisure centre's facilities in the last three months, 91% of City Survey respondents were satisfied with them.

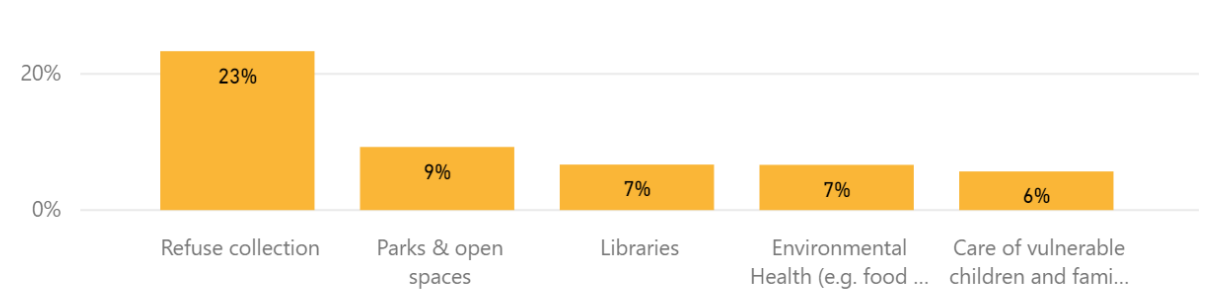
Residents' Satisfaction with Council, City Survey



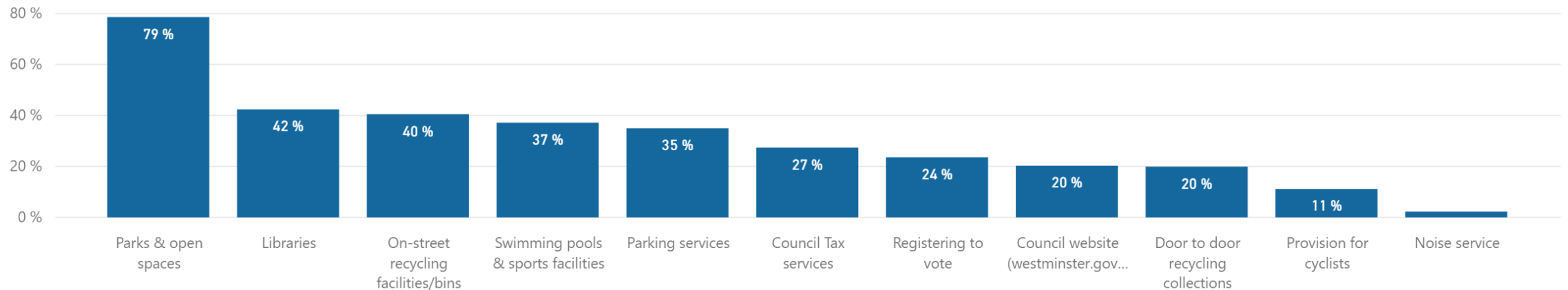
Top 3 Local Features Most Valued by Residents, City Survey 2017



Top 5 Services Identified as Most Important, City Survey 2017



Services used within the last 3 months, City Survey 2017



SOURCES

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